


FERGUSON ROAD INITIATIVE – 2024 STRATEGIC PLAN

OUR SHARED PRACTICAL VISION INCLUDES:	STRATEGIC DIRECTIONS, ACTION ARENAS, & KEY PERFORMANCE INDICATORS:		
<ul style="list-style-type: none"> • Focused, Strategic Leadership • An Enhanced Quality of Life • Comprehensive Community Engagement • Vibrant & Robust Fundraising Results • Transformative Diversity, Inclusion & Equity • Energetic & Engaged Community Support • Recognition As An Award-Winning Community • Recognized Scholastic Excellence 	BUILDING TRANSFORMATIVE LEADERSHIP		
	Strengthening Board Governance	Creating a Connected Ecosystem	Embracing DEI
	<ul style="list-style-type: none"> • Documentation of board recruitment process will be finalized by June 2023 • Layered strategies for board assessment and recruitment will be implemented by November 2023 • Board assessment outcomes will be used to develop board training topics by November 2023 • Board assessments will be used to inform recruiting targets to address board needs by November 2023 	<ul style="list-style-type: none"> • *** Bond development process will be reported to the Board of Directors by August 2023 and November 2023 • Strategies to address food insecurities will be explored by February 2024 • Strategies to address daycare insecurities will be explored by February 2024 	<ul style="list-style-type: none"> • Deferred
	CREATING A POWERFUL LEGACY		
	Enhancing Targeted Communications	Growing Financial Stability	Listening for Deeper Engagement
	<ul style="list-style-type: none"> • Grow communications channels (email by 25%, Instagram by 100%) by April 2024 • All data bases are merged into Salesforce by December 2024 	<ul style="list-style-type: none"> • *** An ED is hired by September 2023 • *** Board of Directors and staff are involved in the Communications and Marketing Plan by December 2023 	<ul style="list-style-type: none"> • Deferred

***Most catalytic KPIs